

SPONSORSHIP INFORMATION



GREAT LAKES
• JEEP JAM •

2022



Dear Potential Sponsor,

Thank you for taking your time to consider partnering with Great Lakes Jeep Jam as an event sponsor for 2022. Great Lakes Jeep Jam is an action packed, four-day event which is held every year in July. This event draws thousands of people from across the United States. It's a family fun weekend including a huge vendor area, Show 'N Shine, several After Parties, Family Trip, Poker Run, an awesome Mud Pit, Jeep Playground and more.

Located in Erie, PA, Jeep enthusiasts from all over the country are already talking about this awesome event! It is our goal to collaborate with organizations that share our passion for Jeeps and whose participation would excite the patrons of this event. It is our goal to keep this sponsorship offering to a limited number of organizations to present you the most exclusive exposure to the patrons of this event.

As a sponsor, it is our hope that your involvement will provide a superior rate of return on your investment. Each of the different levels of sponsorship are designed to add to your marketing mix to help achieve your marketing and advertising goals. Please look through this package and feel free to contact us with any questions you may have. Top-level sponsorship packages can be customized to maximize the benefit to your organization.

We look forward to partnering with you on this year's Great Lakes Jeep Jam. This package shows you many ways that you can become part of this great event. There are numerous sponsorships available to fit any marketing budget.

We would love to have you and your company become part of Great Lakes Jeep Jam. Look things over and feel free to contact us any time if you have questions and/or suggestions. Please contact me directly at 814-397-9415 or info@GreatLakesJeepJam.com

With your involvement, Great Lakes Jeep Jam will be bigger and better than ever!! See you in July!

Sincerely,

Preston Devenney
Signature Events Erie
Great Lakes Jeep Jam



4 REASONS TO SPONSOR GREAT LAKES JEEP JAM

Exposure

This sponsorship will give you the ability to reach over thousands of people in your target market with your corporate id, brand name and logo on event signs, advertising, promotional material, and booth space. In addition, we reach tens of thousands more with national and local print, email, television, and radio advertising.

Community Good

Will Each year, Great Lakes Jeep Jam partners with a local charity. This year we are proud to announce we will be working with The Shriner's Children's Hospital. Your involvement in this important piece of the event will help to enhance relationships within the community.

Promotional Tie-In

This 4-day event will give you the opportunity to promote specials, upcoming promotions, discounts, and coupons to a broad captive audience of consumers to drive business to your products and services. Many vendors are planning on contests and/or drawings for their products and services during the event and can generate substantial mailing lists through these avenues to utilize for suture marketing efforts.

Entertainment Opportunity/Employee Incentive

Great Lakes Jeep Jam is an exciting 4-day Jeep with many different events that cater to a wide variety of people. Sponsors of this event can use their involvement as an opportunity to entertain clients or as an employee incentive.



GREAT LAKES JEEP JAM

JULY 7-10 2022
held in ERIE, PA

Become A Sponsor!

Packages Starting
at Just \$200

FRIEND

Name/Company listed in event brochure

Booster

Name/Company listed in event brochure
Name/Company listed on Website

BANNER PROMO 3' x 2'

\$200 (1 banner), \$350 (2 banners, same design)
Full color vinyl banner hung for the weekend

BANNER PROMO 4' x 3'

Full color vinyl banner hung in or around high
visibility area for the weekend

INDIVIDUAL EVENT SPONSOR

Voice-over recognition during event/contest
Full color banner displayed during event/contest
LED COMPETITION
SOUND COMPETITION
POKER RUN to the WINERIES
BEACH CRAWL w/ BREAKFAST
DRIVE-IN MOVIE NIGHT

VIP TENT

Voice-over recognition during night of sponsorship
Color Banner above VIP Tent
Logo on the VIP Badges

OFF-ROAD TRAIL RIDES

Full color linked ad on our website
Repeated advertisement on our Facebook
Full color vinyl banner hung at the entrance to the trails

MUD PIT SPONSOR

Full color linked ad on our website
Repeated advertisement on our Facebook
Company logo on volunteer shirts
Inclusion in voice-over announcements
Full color vinyl banner hung on both ends of Mud Pit

OBSTACLE COURSE SPONSOR

Full color linked ad on our website
Repeated advertisement on our Facebook
Company logo on volunteer shirts
Inclusion in all advertising and print
Company logo on festival poster
Inclusion in voice-over announcements
Full color vinyl banner hung at entrance of obstacle course
Company name & logo on all obstacle course signage

Many other opportunities available

CAMPING AREA

VENDOR AREA

AFTER PARTIES

SHOW n SHINE

JEEP CLUB CHALLENGE

COUPLES CHALLENGE

SKI SLOPE HILL CLIMB CHALLENGE

*We are always open to suggestions. Have an
idea or special request? Let us know and we will
do our best to make it happen*

TOP 3 REASONS TO BE A FESTIVAL SPONSOR

- 1) Increase brand awareness by sponsoring attendee favorites and must attend events.
- 2) Patrons will view your business as a community supporter
- 3) Our festival is a non-profit and relies on sponsorship dollars and volunteers for sustainability

*Signature Events Erie gives back to the
community, helping local organizations,
schools, and other non-profits that in turn,
support our festival.*

Signature
EVENTS ERIE

Contact Preston Devenney
for Sponsorship Opportunities
SIGNATURE EVENTS ERIE
913 State Street Ste 220
Erie, PA 16501
(814) 397-9414
info@SignatureEventsErie.com

**EVENT NAMING
RIGHTS AVAILABLE**

**PLEASE CONTACT
Preston Devenney**

VISIT OUR WEBSITE FOR MORE! www.GreatLakesJeepJam.com



GREAT LAKES JEEP JAM

Sponsor Registration

Company Name _____
Contact Name _____ Cell Phone _____
Email _____ Office Phone _____
Street _____
City _____ State _____ Zip _____

Please complete and return this form to info@GreatLakesJeepJam.com no later than June 1, 2022, to be included in Great Lakes Jeep Jam website, social media and to be included in the official program.

Sponsorship Interest _____

REGISTRATION PACKET

Items to be included in attendee's registration packet must be received by June 1, 2022.

PRIZE GIVEAWAY

Items to be donated for Prize Give Away or the Chinese Auction must be received by July 9, 2022 and can be delivered directly to the event.

ARTWORK & LINKS

All sponsors should e-mail logos and links to their website and/or social media pages as soon as possible to be included on the Great Lakes Jeep Jam website and social media pages. Artwork for the official Great Lakes Jeep Jam program must be submitted no later than June 1, 2022, to allow time for program design and printing by the date of the event.